

1. NEIGHBORHOOD ORGANIZATION

Lyndale Neighborhood Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Brad Bourn](#)

Organization Address: [3537 Nicollet Ave](#)

Organization Address 2:

Organization ZIP: [55408](#)

Organization Email Address: brad@lyndale.org

Organization Phone Number: [612-824-9402](#)

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: www.lyndale.org

Facebook: www.facebook.com/lyndale.neighborhood

Twitter:

Other:

4. DATE OF BOARD APPROVAL

Once your board has reviewed this draft annual report, please provide the date of the meeting at which the board approved submission of this report to NCR. Note: Meeting minutes may be requested by NCR.

[04/09/2018](#)

Community Participation Program

WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2017?

5. **MEETINGS** (please check all that apply)

- ☒ Held regular committee meetings or discussion groups that are open to all stakeholders
- ☒ Held at least one general membership or community meeting (in addition to the annual meeting) to gather input from residents and other stakeholders for a neighborhood specific initiative
- ☒ Hosted at least one general membership or committee meeting in response to a City request for input - such as a development proposal, transit planning or public works project
- ☒ Conducted one or more focus groups

6. **DOOR-TO-DOOR** (please check all that apply)

Door-Knocking (with goal of face-to-face engagement)

- ☒ At least once reaching a portion of neighborhood
- ☒ At least once reaching most or all of the neighborhood
- ☒ For more than one issue/outreach effort
- ☒ On a routine basis
- ☒ Conducted primarily by staff members
- ☐ Conducted primarily by volunteers
- ☒ Carried out primarily to increase membership and participation
- ☒ Carried out primarily to gather input or inform on a specific city or neighborhood issue

7. Approximately how many households did you reach through **DOOR-KNOCKING** in 2017?

875

8. **FLYERING** (please check all that apply)

Distributing flyers (dropping literature at doors)

- ☒ At least once reaching a portion of neighborhood
- ☒ At least once reaching most or all of the neighborhood
- ☒ Carried out primarily to inform and increase membership and participation
- ☒ Carried out primarily to gather input or inform on a specific city or neighborhood issue

9. **Approximately how many households did your organization reach through FLYERING in 2017?**

2000

10. **EVENTS** (please check all that apply)

- ☒ Staffed a booth or table at neighborhood event or other community event that included sign-up sheets, surveys or information about your organization
- ☒ Organized one or more issue specific event (such as a safety forum, housing fair, Open Streets, Creative Citymaking, etc.)
- ☒ Organized smaller events for specific outreach to target audiences (e.g., sidewalk tabling to reach renters, lemonade stands, tabling at Farmer's Market, etc.)

11. **COMMUNICATION** (please fill in all that apply)

Print a paper newsletter Yes, Monthly
(If so, at what frequency?)

Number of subscribers to 1100
your email list

Number of followers on 1152
Facebook and Twitter Combined

12. **OTHER** (please check all that apply)

- ☒ Conducted at least one community-wide survey (such as a random sample or all-household survey)
- ☒ Conducted another form of survey (e.g., intercept survey)
- ☒ Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented populations

Other activities (please describe here):

We conduct outreach through a number of programs including the Hosmer World Music Series, our Ready to Work; A Jobseekers Workshop, National Night Out and our Mayoral Forum.

13. Please provide an estimate of VOLUNTEER HOURS provided to your organization in 2017

5750

14. How did your organization reach out to under-represented groups in your neighborhood? (please check all that apply)

- ☒ Worked on an issue of particular interest to an under-represented group within the neighborhood
- ☒ Provided notices of annual and special meetings in multiple languages
- ☒ Provided newsletter articles or web pages in multiple languages
- ☒ Targeted outreach in apartment buildings or blocks to reach renters
- ☐ Targeted tabling at other events or locations (such as farmers markets, cultural events, etc.)
- ☒ Held focus groups or open meeting formats for under-represented communities
- ☒ Met with other agencies in the community that work closely with under-represented constituencies in the neighborhood
- ☐ Included an Americans with Disabilities Act statement on meeting and event notices
- ☒ Reviewed participation activities, and identified new leaders and volunteers for volunteer, committee and board participation
- ☒ Held one-time/pop up events in areas of the neighborhood that don't often have neighborhood meetings

Other activities (please describe here):

During National Night Out BNO board and committee members conducted outreach by visiting registered parties and inviting community members to future meetings.

The Lyndale and Bryant neighborhoods merged their communication vehicles. For almost twenty years, Lyndale has published and delivers a monthly newspaper (the Lyndale Neighborhood News) to everyone in the Lyndale Neighborhood. Bryant historically but inconsistently published a quarterly newsletter that was hand delivered. We merged our communication to and now mail a monthly "News of the Neighborhood" to every resident in Lyndale and Bryant. We have heard overwhelmingly positive feedback from Bryant Neighborhood residents who had been looking for more consistent communication from the neighborhood. While folks in Lyndale are giving up a little bit of space in from their old paper, Lyndale (and Bryant) residents have also expressed their satisfaction in hearing news from surrounding neighborhoods.

Both the Lyndale and Bryant neighborhoods have spent 2017 preparing for a major overhaul of our websites and preparing to pursue Charities Review Council standards approval to ensure that all of our information is more easily available (and understandable) via our websites.

15. What more would you like to tell NCR or the community about your Stakeholder Involvement? What are you doing that is new or particularly successful to involve residents and others?

Lyndale Neighborhood led a coalition that resulted in a community engagement/voter drive project in the Central, Lyndale, Kingfield and Bryant neighborhoods.

Another significant development is the expansion of the Lyndale Neighborhood News to the Our Neighborhood's Newspaper which is distributed to every household in Lyndale and Bryant. Previously BNO was publishing a quarterly newsletter which was then hand delivered to community members by board and committee members. Having the papers merged and sent through the post means that community members receive the newspapers in a timely fashion and board and committee members have more time to engage in other activities.

Community Participation Program

PLEASE DESCRIBE ONE OR TWO MAJOR HIGHLIGHTS

Consider the following when describing each highlight:

- What was the issue or opportunity the neighborhood was facing?
- Who was impacted?
- What steps did you take to address the issue or opportunity?
- What was the outcome?

17. MAJOR HIGHLIGHT #1

Bryant Neighborhood entered into an organizing partnership with the Lyndale Neighborhood that allowed up both to reach more under represented communities in more meaningful ways. This year, the focus of our work was leading a coalition between Lyndale, Bryant, CANDO and Kingfield on a voter engagement and turnout project, supported in part by the Minneapolis Foundation. Together, we directly engaged 2,000 residents in our neighborhood who we identified by Secretary of State records as being unlikely to vote in the 2017 municipal election. We engaged them in a voter outreach campaign that focused on a series of listening sessions that culminated in the development and adoption of a shared Community Values Statement of our neighborhoods. These shared values included points around safety, anti-gentrification, and community driven decision making. Our neighborhoods also hosted a mayoral forum in October at Sabathani Community Center attended by more than 600 people.

Our work in voter engagement with people identified as unlikely voters helped drive our precincts from near historic low turnout in 2009 and below average turnout in 2013 to near record high turnout in 2017.

18. MAJOR HIGHLIGHT #2

For the past several years Lyndale has been partnering with the Kingfield Neighborhood on Nicollet Open Streets. For one day in September, Nicollet Avenue is closed from Lake to 46th Street to motorized vehicles and pedestrians, rollerskaters, walkers, joggers, bicyclists, and others enjoy our neighborhoods from a new vantage point. This event brings over 14,000 to our community to discover the hidden gems and cool spots that make our neighborhoods so special. Our event is unique in that it is organized by the neighborhood organizations and makes it unique with its local flavor.